

Rep Order# 6838268
EC'd Yes

Ver# 1
Status New

Traffic Order# 195869
Printed: 08/02/2012 10:56 AM
Last Received: 08/02/2012 10:53 AM
Showing Buylines: All Lines

1 of 4

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 317
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //317
Flight Dates 08/22/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

jwg 112
sl2 Tat
20. Tat

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		Buyline Comment: NEWS	08/22-08/24	\$125.00 4	:30	3	1	W-F	6A-7A	\$375.00	3	
2		Buyline Comment: SOAPS	08/22-08/24	\$175.00 3	:30	4	1	W-F	1230P-2P	\$700.00	4	
3		Buyline Comment: NEWS	08/22-08/24	\$550.00 2	:30	3	1	W-F	430P-5P	\$1,650.00	3	
4		Buyline Comment: NEWS	08/22-08/24	\$500.00 3	:30	3	1	W-F	5P-530P	\$1,500.00	3	
5		Buyline Comment: NEWS	08/22-08/24	\$1,000.00 2	:30	3	1	W-F	530P-6P	\$3,000.00	3	
6		Buyline Comment: JEP	08/22-08/24	\$1,400.00 2	:30	6	1	W-F	6P-630P	\$8,400.00	6	
7		Buyline Comment: WHEEL	08/22-08/24	\$1,700.00 2	:30	6	1	W-F	630P-7P	\$10,200.00	6	
8		Buyline Comment: NEWS	08/22-08/24	\$1,100.00 3	:30	3	1	W-F	10P-1037P	\$3,300.00	3	
9		Buyline Comment: CRIM MINDS	08/22-08/22	\$1,200.00 4	:30	1	1	W	8P-9P	\$1,200.00	1	
10		Buyline Comment: BB	08/23-08/23	\$1,400.00 3	:30	1	1	TH	8P-9P	\$1,400.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
11		Buyline Comment: POI	08/23-08/23	\$2,100.00 3	:30	1	1	TH	9P-10P	\$2,100.00	1	
12		Buyline Comment: NEWS	08/25-08/25	\$175.00 4	:30	1	1	SA	5P-6P	\$175.00	1	
13		Buyline Comment: CTIME	08/25-08/25	\$1,600.00 2	:30	1	1	SA	8P-9P	\$1,600.00	1	
14		Buyline Comment: 48 HRS	08/25-08/25	\$1,100.00 3	:30	1	1	SA	9P-10P	\$1,100.00	1	
15		Buyline Comment: NEWS	08/25-08/25	\$450.00 4	:30	1	1	SA	10P-1035P	\$450.00	1	
16		Buyline Comment: CLOSER	08/25-08/25	\$100.00 4	:30	1	1	SA	1035P-1135P	\$100.00	1	
17		Buyline Comment: NEWS	08/26-08/26	\$100.00 4	:30	1	1	SU	7A-8A	\$100.00	1	
18		Buyline Comment: NEWS	08/26-08/26	\$275.00 3	:30	1	1	SU	5P-6P	\$275.00	1	
19		Buyline Comment: PRESEASON	08/24-08/24	\$5,000.00 1	:30	1	1	F	6P-9P	\$5,000.00	1	
20		Buyline Comment: PRESEASON	08/25-08/25	\$5,000.00 1	:30	1	1	SA	6P-9P	\$5,000.00	1	
21		Buyline Comment: NEWS	08/26-08/26	\$500.00 4	:30	1	1	SU	10P-1030P	\$500.00	1	

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Agency () MENTZER MEDIA
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Hiatus Weeks

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Salesperson Phone# 215-568-6540
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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
22		Buyline Comment: HOUSE	08/26-08/26	\$100.00	:30	1	1	SU	1035P-1135P	\$100.00	1	
23		Buyline Comment: NEWS	08/27-08/27	\$125.00	:30	1	1	M	6A-7A	\$125.00	1	
24		Buyline Comment: SOAPS	08/27-08/27	\$175.00	:30	2	1	M	1230P-2P	\$350.00	2	
25		Buyline Comment: NEWS	08/27-08/27	\$550.00	:30	1	1	M	430P-5P	\$550.00	1	
26		Buyline Comment: NEWS	08/27-08/27	\$500.00	:30	1	1	M	5P-530P	\$500.00	1	
27		Buyline Comment: NEWS	08/27-08/27	\$500.00	:30	1	1	M	530P-6P	\$500.00	1	
28		Buyline Comment: JEP	08/27-08/27	\$1,400.00	:30	2	1	M	6P-630P	\$2,800.00	2	
29		Buyline Comment: WHEEL	08/27-08/27	\$850.00	:30	2	1	M	630P-7P	\$1,700.00	2	
30		Buyline Comment: NEWS	08/27-08/27	\$1,100.00	:30	1	1	M	10P-1037P	\$1,100.00	1	

---REPORT TOTALS---

Report Totals: 56 / \$55,850.00

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---SALES MONTHLY TOTALS---

Aug 12: 45 / \$48,225.00 Sep 12: 11 / \$7,625.00
Sales Totals: 56 / \$55,850.00
Station Totals: 56 / \$55,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$132,976	CABL 0%	KASA 8%	KASY 0%	KBIM 0%	KOAT 17%
		KOB 33%	KRQE 42%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/22/12-08/27/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/22/12												
Station: KRQE												
06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317				\$1,400.00
06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317				\$1,700.00
06838268	POL/Americans	195869	M-F KROE News	KROE News	:30	P4	[ALL]	AMER FOR 317		6:46:00 AM		\$125.00
06838268	POL/Americans	195869	Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317		12:59:11 PM		\$175.00
06838268	POL/Americans	195869	M-F KROE News	430p-5p	:30	P2	[ALL]	AMER FOR 317		4:49:10 PM		\$550.00
06838268	POL/Americans	195869	CBS Evening News	5p-530p	:30	P3	[ALL]	AMER FOR 317		5:09:55 PM		\$500.00
06838268	POL/Americans	195869	KRQE News 13	530p-6p	:30	P2	[ALL]	AMER FOR 317		5:34:57 PM		\$1,000.00
06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317		6:14:00 PM		\$1,400.00
06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317		6:47:18 PM		\$1,700.00
06838268	POL/Americans	195869	Wed Hour 2	8p-9p	:30	P4	[ALL]	AMER FOR 317		8:38:47 PM		\$1,200.00
06838268	POL/Americans	195869	LN M-F	10p-1035p	:30	P3	[ALL]	AMER FOR 317		10:27:41 PM		\$1,100.00
												10,850.00
												10,850.00

Date: 08/23/12

Station: KRQE

06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317				\$1,700.00
06838268	POL/Americans	195869	M-F KROE News	KRQE News	:30	P4	[ALL]	AMER FOR 317		6:38:45 AM		\$125.00
06838268	POL/Americans	195869	Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317		12:58:11 PM		\$175.00
06838268	POL/Americans	195869	Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317		1:29:01 PM		\$175.00
06838268	POL/Americans	195869	M-F KRQE News	430p-5p	:30	P2	[ALL]	AMER FOR 317		4:37:25 PM		\$550.00
06838268	POL/Americans	195869	CBS Evening News	5p-530p	:30	P3	[ALL]	AMER FOR 317		4:59:26 PM		\$500.00
06838268	POL/Americans	195869	KROE News 13	530p-6p	:30	P2	[ALL]	AMER FOR 317		5:51:04 PM		\$1,000.00
06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317		6:13:00 PM		\$1,400.00
06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317		6:28:59 PM		\$1,400.00
06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317		6:52:53 PM		\$1,700.00
06838268	POL/Americans	195869	Thur Hour 2	8p-9p	:30	P3	[ALL]	AMER FOR 317		8:29:49 PM		\$1,400.00
06838268	POL/Americans	195869	Thur Hour 3	9p-10p	:30	P3	[ALL]	AMER FOR 317		9:21:09 PM		\$2,100.00
06838268	POL/Americans	195869	LN M-F	10p-1035p	:30	P3	[ALL]	AMER FOR 317		10:27:11 PM		\$1,100.00
												13,325.00
												13,325.00

Date: 08/24/12

Station: KRQE

06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317				\$1,400.00
06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317				\$1,700.00
06838268	POL/Americans	195869	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	AMER FOR 317				\$1,700.00
06838268	POL/Americans	195869	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317				\$1,400.00
06838268	POL/Americans	195869	M-F KRQE News	KROE News	:30	P4	[ALL]	AMER FOR 317		6:05:25 AM		\$125.00
06838268	POL/Americans	195869	Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317		1:59:01 PM		\$175.00
06838268	POL/Americans	195869	M-F KROE News	430p-5p	:30	P2	[ALL]	AMER FOR 317		4:38:40 PM		\$550.00
06838268	POL/Americans	195869	CBS Evening News	5p-530p	:30	P3	[ALL]	AMER FOR 317		4:58:56 PM		\$500.00
06838268	POL/Americans	195869	KRQE News 13	530p-6p	:30	P2	[ALL]	AMER FOR 317		5:57:41 PM		\$1,000.00
06838268	POL/Americans	195869	NFL Pre-Season	NFL Pre-Sea:	:30	P1	[ALL]	AMER FOR 317		6:36:12 PM		\$5,000.00
06838268	POL/Americans	195869	LN M-F	10p-1035p	:30	P3	[ALL]	AMER FOR 317		10:07:53 PM		\$1,100.00
												14,650.00
												14,650.00

Date: 08/25/12

Station: KRQE

06838268	POL/Americans	195869	Sat Hour 3	9p-10p	:30	P3	[ALL]	AMER FOR 317				\$1,100.00
06838268	POL/Americans	195869	Sat Hour 2	8p-9p	:30	P2	[ALL]	AMER FOR 317				\$1,600.00
06838268	POL/Americans	195869	Sa KROE News	530p-6p	:30	P4	[ALL]	AMER FOR 317		5:43:08 PM		\$175.00
06838268	POL/Americans	195869	NFL Pre-Season	NFL Pre-Sea:	:30	P1	[ALL]	AMER FOR 317		5:59:30 PM		\$5,000.00
06838268	POL/Americans	195869	LN Sa	10p-1035p	:30	P4	[ALL]	AMER FOR 317		10:26:23 PM		\$450.00
06838268	POL/Americans	195869	Sa 1030p-1130p	1035p-1135p	:30	P4	[ALL]	AMER FOR 317		10:55:25 PM		\$100.00
												\$8,425.00
												\$8,425.00

Date: 08/26/12

Station: KRQE

06838268	POL/Americans	195869	KROE News Sun	7a-8a	:30	P4	[ALL]	AMER FOR 317		7:06:11 AM		\$100.00
06838268	POL/Americans	195869	Su KROE News	530p-6p	:30	P3	[ALL]	AMER FOR 317		5:35:38 PM		\$275.00

[Sorted by: Date]

Spot Manager: All, 08/22/12-08/27/12

Alt Order #	Advertiser	Order	Inv. Code (Book)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/26/12												
Station: KRQE												
06838268	POL/Americans	195869 LN Su		10p-1035p	:30	P4	[ALL]	AMER FOR 317		10:07:55 PM		\$500.00
06838268	POL/Americans	195869 Su 1030p-1130p		1035p-1135p	:30	P4	[ALL]	AMER FOR 317		10:57:22 PM		\$100.00
												\$975.00
												\$975.00

Date: 08/27/12

Station: KRQE

06838268	POL/Americans	195869 M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	AMER FOR 317					\$850.00
06838268	POL/Americans	195869 M-F KRQE News	KRQE News	:30	P3	[ALL]	AMER FOR 317			6:18:25 AM		\$125.00
06838268	POL/Americans	195869 Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317			12:59:26 PM		\$175.00
06838268	POL/Americans	195869 Soap Rotator	M-F 1230p-2p	:30	P3	[ALL]	AMER FOR 317			1:59:01 PM		\$175.00
06838268	POL/Americans	195869 M-F KRQE News	430p-5p	:30	P2	[ALL]	AMER FOR 317			4:37:25 PM		\$550.00
06838268	POL/Americans	195869 CBS Evening News	5p-530p	:30	P3	[ALL]	AMER FOR 317			5:09:55 PM		\$500.00
06838268	POL/Americans	195869 KRQE News 13	530p-6p	:30	P3	[ALL]	AMER FOR 317			5:35:57 PM		\$500.00
06838268	POL/Americans	195869 M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317			6:05:16 PM		\$1,400.00
06838268	POL/Americans	195869 M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	AMER FOR 317			6:21:14 PM		\$1,400.00
06838268	POL/Americans	195869 M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	AMER FOR 317			6:41:18 PM		\$850.00
06838268	POL/Americans	195869 LN M-F		10p-1035p	:30	P3	[ALL]	AMER FOR 317		10:17:42 PM		\$1,100.00
												\$7,625.00
												\$7,625.00
												55,850.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ _____ GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 *John Flynn* 703-224-3200
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title



Client Information Request Form

Issue

Advertiser Group Name:

Americans for Prosperity

Address:

1726 M St. NW 10th Floor

City, State & Zip Code:

Washington, D.C. 20036

Phone:

202-349-5880

Fax:

202-587-4599

Executive Director or
President

Tim Phillips

Group Treasurer

John Flynn



MENTZER MEDIA